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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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february

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august

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1955

january

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february

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march

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, FEBRUARY 22, 1954

Feb. 22 — WASHINGTON'S BIRTHDAY (Legal Holiday--Monday).

Feb. 22-Feb. 26 — NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND STATLER. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.

Tuesday Feb. 23 10:30 A.M.	IRENE OF CALIFORNIA SPRING FASHION SHOW	GUNTHER JAECKEL	3RD FLOOR

Press preview by Gunther Jaeckel, showing Irene of California's Spring fashions. By invitation only. Publicity: Carole Paley, PL. 5-7000.

Tuesday Feb. 23 11:00 A.M.	PRESS PREVIEW OF SPRING FASHIONS	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE

Preview of Martin's Spring ready-to-wear collection. By invitation only. Customer showing, Wed., Feb. 24, at 2:30 P.M., 5th Floor. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.

Tuesday Feb. 23 12:00 Noon-2:00 P.M. Luncheon	LUNCHEON HONORING LUCILLE BALL	DOROTHY HUBBS	1400 BROADWAY SHOWROOM - 33RD FLOOR

Dorothy Hubbs will invite the press to a special luncheon, with Lucille Ball and Desi Arnaz present as honored guests. By invitation only. Publicity: Eileen Milling, 550 Fifth Avenue, CI. 5-6521.

Tuesday Feb. 23 4:00 P.M.-6:00 P.M. Cocktails	SHOWING OF LINENS AND INTRODUCTION OF "QUEEN"	IRISH LINEN GUILD	HOTEL PIERRE ROOF

Introduction of the 1954 Irish Linen Queen, Miss Nanci Crompton, now playing in "Almanac". There will be exhibits of decorating and household linens; with a bridal fashion show at 5:15 P.M. By invitation only. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.

Tuesday Feb. 23 5:00 P.M.-7:00 P.M. Cocktails	PREVIEW OF NEW WINDOW TREATMENTS	THE HOLLAND SHADE CO.	999 THIRD AVENUE SHOWROOM-(AT 60TH ST)

"An Exhibition of Window Treatments" by The Holland Shade Co. on the opening of their new showroom. By invitation only. Publicity: Nan Morrison at Harold J. Siesel Co., 216 East 49th St., PL. 9-6440.

Beginning Tuesday Feb. 23	OPENING: LATE SPRING & SUMMER COLLECTION	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

Doreen Gilbert will show her collection of separates and blouses for late Spring and Summer at continuous daily showings. Contact: WI. 7-0064.

Wednesday Feb. 24 10:30 A.M.	HOWARD GREER SPRING FASHION PREVIEW	JAY THORPE	4TH FLOOR

Jay Thorpe will present a press preview of Howard Greer's Spring fashions. By invitation only. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 24 12:00 Noon Luncheon	SPECIAL PREVIEW FOR "NEW PRODUCTS" EDITORS	BENRUS WATCH CO., INC.	HOTEL PIERRE PRIVATE SUITE
	Luncheon to introduce the Benrus "Water Beauty", specially designed waterproof watch for women, By invitation only. Publicity: Helen Cumming, Cecil & Presbrey, 247 Park Avenue, MU. 8-1234.		
Wednesday Feb. 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF COATS AND SUITS	HOUSE OF SWANSDOWN	HOTEL PIERRE COTILLION ROOM
	"Suited For A Spring Song", showing of Spring coats and suits by House of Swansdown, available at Lord & Taylor and B. Altman. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Swansdown Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Feb. 24 12:30 P.M. Luncheon	SPRING DRESSES FOR JUNIORS AT LUNCHEON	JUNIOR SOPHISTICATES	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Spring dresses by Junior Sophisticates during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Feb. 24 2:30 P.M.	PREVIEW: HAND-KNITTED FASHIONS FOR SUMMER	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
	Presentation of Ann Fleischer's hand-loomed and decorated bouclé costumes in linen and wool and Summer hand-knitted and crocheted ribbon fashions. By invitation only. Publ.: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Wednesday Feb. 24 6:00 P.M. Cocktails	PREVIEW: SWEATERS & SKIRTS FOR 1954	JANTZEN, INC. (350 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
	Preview of Jantzen's Fall collection of sweaters and skirts. By invitation only. Publicity: Edith Rubin at Jantzen, LO. 4-2820.		
Thursday Feb. 25 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING SHOES	COWARD SHOE CO.	350 FIFTH AVENUE SUITE 218
	Preview of the Spring collection of Coward shoes. By invitation only. Publicity: Paula Miller, LE. 2-0200.		
Thursday Feb. 25 12:30 P.M. Luncheon	SPRING FASHIONS AT BENEFIT LUNCHEON	FARQUHARSON & WHEELOCK (23 W.57 ST.)	HOTEL PIERRE BALLROOM
	"Fashion Knows No Boundaries"--special showing for benefit of N.Y. Women's Bible Society. Price $7.50. Contact: PL. 5-4194. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday Feb. 25 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	MILGRIM	HOTEL PLAZA PERSIAN ROOM
	Milgrim's ready-to-wear and custom-order millinery for Spring and early Summer will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publ.: Maud G. Moody, LE. 2-5562. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 25 4:00 P.M. Cocktails	MEN'S NECKWEAR, SPORTSWEAR, JEWELRY	COUNTESS MARA, INC. (338 PARK AVENUE)	HOTEL PLAZA CRYSTAL ROOM
	Countess Mara will present a coordinated display of men's neckwear, sportswear, jewelry and toiletries. Staged by Lester Gaba. By invitation only. Contact: Ruth Mitchell at Mary Marsh Assoc., 2 West 46th St., PL. 7-5809.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 26 6:00 P.M. Cocktails	SWEATER FASHIONS AT INFORMAL SHOWING	CATALINA, INC. (358 FIFTH AVENUE)	HOTEL PLAZA
	Catalina will present an informal showing of sweaters for men and women to the press at 6:00 P.M. By invitation only. N.Y. sales meeting beginning at 9:00 A.M. in the White and Gold Suite. Publicity: Virginia Dickson at Catalina, LA. 4-8017.		
Monday March 1 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	JOHN CRICE RICH (57 WEST 54TH ST.)	CARLTON HOUSE CARLTON ROOM
	Showing of Spring custom-order fashions during luncheon. Jewels by Van Cleef and Arpels. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.		

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS

FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED

Monday March 1	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVE. (Custom-order and Ready-to-Wear)	PUBL.: RASPONI ASSOC.,	TE. 8-8171
Tuesday March 2	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 3	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Thursday March 4	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: RUTH SMITH,	PL. 5-2600
Monday March 8	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL.: FRANCES ANDERSON,	CI. 7-1100

Monday March 1- March 2	44TH SEMI-ANNUAL LEATHER SHOWING	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
	Exhibit hours: Monday, March 1, from 9:00 A.M. to 7:00 P.M.; Tuesday, March 2, from 9:00 A.M. to 3:00 P.M. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.		
Monday March 1- March 3	FOURTH ANNUAL NATIONAL PRESS WEEK IN DALLAS	DALLAS FASHION CENTER (1101 COMMERCE STREET)	ADOLPHUS HOTEL DALLAS, TEXAS

National Press Week in Dallas for newspaper fashion editors and syndicate writers. By invitation only. Member Manufacturers include:

BROGAN & JENNINGS	GALL NOVELTY CO.	LORCH MFG. CO.
IKE CLARK SPORTSWEAR	THELMA GAY OF DALLAS	MARCY-LEE MFG. CO.
JULIE CLARK JUNIORS	GREEN BROS.	WM. S. MILLER & CO.
CLOCK-WISE FASHIONS	HEIRLINE MATERNITY	JUSTIN McCARTY, INC.
DEATON OF DALLAS	HIGGINBOTHAM-BAILEY CO.	NARDIS SPORTSWEAR
DONOVAN MFG. CO.	JOHNSTON ORIGINALS	VANETTE HOSIERY MILLS
FACHO CAP CO.	KOHEN-LIGON-FOLZ	WESTWAY SPORTSWEAR
RUTH FAIR CO.	L & L MFG. CO.	

Contact: Clyda Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas.

March 1 NATIONAL ADVERTISED BRANDS WEEK. (March 1 - March 10)

March 1 RED CROSS FUND DRIVE. (March 1 - March 31)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 2 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
	Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday March 2 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.		
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 3).		
Wednesday March 3 9:30 A.M. Breakfast	PRESS BREAKFAST AT FASHION INSTITUTE	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH ST. ROOM 821
	The Fashion Institute of Technology, now an accredited college, will show their "behind the scenes" work in developing creative and managerial personnel for the Fashion Industries. Dr. Lawrence Bethel, the new president, will meet the press. By invitation. Contact: Shirley Goodman, OR.5-8130.		
Wednesday March 3 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
	Showing of Else Fritz's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Contact: Else Fritz, EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday March 3 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOWING	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Arnold Constable's Spring coats and suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
March 3	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 3).		
Thursday March 4 1:00 P.M. Luncheon	SPRING FASHIONS BY GOTHÉ AT LUNCHEON	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna presents Spring fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000; Gothé Publicity: Nona James, CH. 4-7658; Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
March 4	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
March 7- March 13	38TH INTERNATIONAL FLOWER SHOW AT KINGSBRIDGE ARMORY, BRONX. Tickets: $1.50. Publ. for Horticultural Society: Oristano Assoc., PL. 1-1778.		
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Monday March 8 1:00 P.M. Luncheon	BOUTIQUE IMPORTS AT LUNCHEON SHOW	LA BOUTIQUIERE (18 EAST 60TH ST.)	HOTEL PLAZA PERSIAN ROOM
	French imports from Nina Ricci's Boutique in Paris. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, 39 West 55th St., CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 8 3:00 P.M.	PREVIEW: MURIEL KING'S SPRING COLLECTION	STEIN & BLAINE, INC.	13 WEST 57TH STREET 2ND FLOOR
	Press preview of Muriel King's Spring collection, designed for Stein & Blaine. By invitation only. Contact: Betty Greenburg, PL. 3-7700.		
Monday March 8 4:00 P.M. Champagne	PRESS PARTY AT NEW RETAIL SHOP	PARISETTE FASHIONS, LTD.	411 FIFTH AVENUE
	Formal introduction to the press of new retail sportswear shop featuring "Paris Originals at Popular Prices"--America's first branch of a group of 60 shops on the continent. Special guests: French and Belgian attaches. By invitation. Publicity: June Fae Wyatt, TR. 7-2149 or MU. 3-1192.		
Monday March 8- March 11	INTERNATIONAL BEAUTY SHOW FOR 1954	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44 ST.)	HOTEL STATLER
	Thirty-fourth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. Contact: Joseph Byrne, MU. 2-4382.		
Monday March 8- March 14	TENTH ANNUAL ANTIQUES SHOW	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
	Annual Antiques Show, this year commemorating the 200th anniversary of the founding of Columbia University. Special feature will be a "Show Business Exhibit." Hours: 1:00 P.M. - 11:00 P.M. daily. Exhibit will close at 7:00 P.M., on Sunday, March 14. Admission: $1.25 plus tax. Publicity: Larry Gore Assoc., 52 W. 53rd St., EL. 5-4107.		
Monday March 8- March 17	FIFTY-FIRST ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTELS McALPIN & NEW YORKER
	About 1300 exhibitors will show at the 1954 Toy Fair, with temporary exhibits on 9 floors in Hotels McAlpin and New Yorker; in addition there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Contact: Ruth Millard, 200 Fifth Ave., OR. 5-1141.		
Tuesday March 9 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
	Rosette Pennington's Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Pennington Contact: Mary Davies, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday March 10 11:00 A.M.	PRESS PREVIEW: SPRING READY-TO-WEAR FASHIONS	MILGRIM	3RD FLOOR
	Milgrim will preview their Spring ready-to-wear collection to the press. By invitation only. Publicity: Nadine Bertin, CI. 7-7200.		
Wednesday March 10 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
	Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 11 11:00 A.M.- 3:30 P.M.	ANNUAL FRAGRANCE CONVENTION	THE FRAGRANCE FOUNDATION, INC.	HOTEL PLAZA BAROQUE SUITE
	Fifth annual convention of The Fragrance Foundation, presenting a five-year review and future plans; also, merchandising and marketing ideas. Luncheon (12:30 P.M.) Ballroom; tickets: $8.50 each. Contact: The Fragrance Foundation, 1 E. 53rd Street, EL. 5-3168.		
Thursday March 11 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe will present "ageless" fashions by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 11 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	BONWIT TELLER	9TH FLOOR
	Presentation of Bonwit Teller's custom-order fashions by Mr. Yanni Evangelides; also, French imports. By invitation only. Contact: EL.5-6800.		
Friday March 12 11:45 A.M. Luncheon	IMPORT FASHIONS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF ASTORIA GRAND BALLROOM
	The Fashion Group will present its semi-annual International Fashion Show. Report and commentary: Bettina Ballard, Fashion Editor, "Vogue". Co-Chairmen of Ready-To-Wear Division: Adelia Ellis and Alice Burrows. Price: $7.50 for members; $10.00 for guests (one guest per member; reservations close, Wed., March 10 at 5:00 P.M.) Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.		
March 14- March 20	IRISH LINEN WEEK.		
	Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS	BERGDORF GOODMAN	3RD FLOOR
	Bergdorf Goodman will invite the press to a preview of the Bernard Newman collection of ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 16 3:00 P.M.	ANNUAL FALL FABRIC FORUM	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL BILTMORE FOUNTAIN COURT
	Annual Fall Fabric Forum for children's wear and accessories manufacturers by "Parents' Magazine", showing Fall fabric, color and silhouette news. Fabric display: 3:00 P.M.-3:45 P.M. Fashion presentation by Mrs. Beryl Tucker, Fashion Editor of "Parents'": 3:45 P.M.-4:15 P.M. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.		
Thursday March 18 1:00 P.M. Luncheon	NAT KAPLAN FASHIONS AT LUNCHEON SHOW	MILGRIM	HOTEL PIERRE TERRACE ROOM
	Milgrim will present Nat Kaplan's Spring and Summer collection during luncheon. Public by reservation; contact: "Beverly", TE. 8-8000. Milgrim Publ.: Nadine Bertin, CI.7-7200. Pierre Fashion Dir: Nola Luxford, TE.8-8000.		
March 20	FIRST DAY OF SPRING (Saturday).		
March 22- March 31	CARPET FASHION BAZAAR.		
	Contact: Robert Goodwin, Carpet Institute, 350 Fifth Avenue, BR. 9-1033.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 22 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Luncheon presentation of International imports from England, France, Italy and Switzerland, with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
Tuesday March 23 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON SHOW	ZITA, INC. (755 MADISON AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Zita's Spring boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Wednesday March 24 12:30 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	JOHN CRICE RICH (57 WEST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
	Showing of custom-order fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday March 25 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW	HENRI À LA PENSÉE (8 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Spring and Summer custom originals will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000,Ext. 176. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
Tuesday March 30 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday March 31 12:30 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW	PRINGLE OF SCOTLAND (24 WEST 40TH ST.)	HOTEL PIERRE COTILLION ROOM
	Luncheon showing of the Pringle of Scotland sweater collection, available at Abercrombie & Fitch, B. Altman & Co., and Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pringle Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Sunday April 4- April 8	NATIONAL LUGGAGE & LEATHER GOODS SHOW	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER
	Showing of luggage, trunks, brief cases, and personal leather goods on 7th, 8th and 9th floors of the Hotel New Yorker. (Press registration on 9th floor.) Contact: Elizabeth Fryman, LE. 2-3960.		
Thursday April 8 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will have its Fabrics Division luncheon meeting. Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer. (Price and details later). Contact: The Fashion Group, CI. 7-3940.		
April 12	HOLY WEEK (April 12-April 17).		
April 16	GOOD FRIDAY.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 18	EASTER SUNDAY.		
April 18	PASSOVER (Sunday, April 18 - April 25).		
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	The Fashion Group will have their Cosmetics Division luncheon. Co-Chairmen: Leslie Monroe and Ruth Boyle. (Price will be announced later.) Contact: The Fashion Group, CI. 7-3940.		
Tuesday April 20 9:00 P.M. Dinner-Dance	THIRD ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	Third annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin -- are making a special collection of dresses which will be shown. Reservations--$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.		
Wednesday April 21 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
	"At Home and On the Go"--Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. Contact: Patricia Kannon at Oomphies, PE. 6-9444.		
Wednesday April 21- April 30	"PARIS IN NEW YORK"-- SECOND FESTIVAL	PARIS IN NEW YORK COMMITTEE	57TH STREET AND VICINITY
	The Fifth Avenue Association is cooperating with the "Paris in New York Committee" in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. For benefit of--American Aid to France Student Center in Paris, The American Library in Paris and Relief Projects of the Committee of French-American Wives. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n., PE. 6-7900.		
Tuesday April 27 9:00 A.M.- 5:00 P.M. Luncheon	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: $100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.		
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
	A total of 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner ~~announcing the~~ 1959 Brand Name Retailer-of-the-Year Awards. Speaker: Louis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: $20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.		
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor will present the Seventeenth Annual Awards Luncheon. (More details later.) Public Relations: Rea Lubar, WI. 7-3300.		
Sunday May 9	MOTHER'S DAY. Theme: "She Asks So Little, She Gives So Much". Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Friday Feb. 19 — PREMIERE: "TOP BANANA" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
A Harry M. Popkin Production, released by United Artists, starring Phil Silvers in his original Broadway role, with Rose Marie, Danny Scholl and Judy Lynn. Director: Alfred E. Green. Costumes: Alvin Colt. Swimsuits by Rose Marie Reid. United Artists Publicity: Tess Michaels, CI. 5-6000.

Friday Feb. 19 — PREMIERE: "NEW FACES" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Edward L. Alperson CinemaScope color production, released by 20th Century-Fox, of Leonard Sillman's hit Broadway musical with Ronny Graham, Eartha Kitt, Robert Clary and Alice Ghostley. Director: Harry Horner. Costumes: Thomas Becher. Publicity: Ed Feldman, CO. 5-3320.

Week Of Feb. 22 — FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Feb. 22: Verdi's IL TROVATORE. Tues., Feb. 23: Wagner's DIE WALKUERE. Wed., Feb. 24: Gounod's FAUST. Thurs., Feb. 25: Rossini's IL BARBIERE DI SIVIGLIA. Fri., Feb. 26: Puccini's LA BOHEME. Sat., Mat., Feb. 27: Mussorgsky's BORIS GODUNOV. Sat., Eve., Feb. 27: Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.

Beginning Monday Feb. 22 — SEVENTH WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Mon., Wed., Thurs., Feb. 22, 24, 25: THE NUTCRACKER. Fri., Feb. 26: SERENADE, ILLUMINATIONS, FILLING STATION, BOURREE FANTASQUE. Sat., Mat., Feb. 27: INTERPLAY, SWAN LAKE, FILLING STATION, CAKEWALK. Sat., Eve., Feb. 27: QUARTET, ORPHEUS, SYLVIA PAS DE DEUX, SYMPHONY IN C. Sun., Mat., Feb. 28: METAMORPHOSES, SCOTCH SYMPHONY, AFTERNOON OF A FAUN, BOURREE FANTASQUE. Sun., Eve., Feb. 28: QUARTET, AGE OF ANXIETY, AFTERNOON OF A FAUN, FANFARE. Tickets: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Saturday Feb. 27 — OPENING: "THE GIRL IN PINK TIGHTS" MARK HELLINGER THEA., B'WAY & 51ST ST.
Anthony Farrell and Shepard Traube will present the new musical comedy by Jerome Chodorov and Joseph Fields, with music by Sigmund Romberg, starring Jeanmaire and Charles Goldner, with Brenda Lewis, David Atkinson, Alexandre Kalioujny and Robert Smith. Director: Shepard Traube. Sets: Eldon Elder. Costumes: Miles White. (Note Change of Date). Publicity: George Ross, BR. 9-5906.

Week Of March 1 — OPENING: "THE BURNING GLASS" THEATRE TO BE ANNOUNCED
The Theatre Guild and John C. Wilson will present Charles Morgan's suspenseful drama starring Sir Cedric Hardwicke with Maria Riva and Walter Matthau. Director: Luther Kennett. Sets and lighting: Frederick Fox. Costumes: Noel Taylor. Publicity: Nat Dorfman, LO. 3-0858.

Tuesday March 9 — OPENING: "THE THREEPENNY OPERA" THEATRE DE LYS, 121 CHRISTOPHER ST.
Carmen Capalbo & Stanley Chase present Kurt Weill's musical drama adapted by Marc Blitzstein with Scott Merrill, Leon Lishner, Jo Sullivan, Lotte Lenya. Directed by Carmen Capalbo. Settings: William Pitkin. Costumes: Bolasni. Publicity: Max Eisner, OX. 5-1864.

Thursday March 25 — OPENING: "BY THE BEAUTIFUL SEA" THEATRE TO BE ANNOUNCED
Shirley Booth will star in Herbert and Dorothy Fields' new comedy about Coney Island at the turn of the century. Cast includes Wilbur Evans, Cameron Prud'homme, Mae Barnes. Produced by Robert Fryer and Lawrence Carr. Director: Charles Walters. Sets: Joe Mielziner. Costumes: Irene Sharaff. Publicity: Bryam-Perlman, CI. 5-9125.